



Coca-Cola
Hellenic Bottling Company

Lexis[®]Bespoke: Drinking in the Rewards of Document Automation



How Lexis Bespoke is helping Coca-Cola Hellenic draft contracts in a fraction of the time – while reducing their risks.

As one of the world's largest bottlers of the world's most famous soft drink, Coca-Cola HBC need no introduction. Every year, they bottle, ship and sell a whopping two billion units of 136 different brands, in over 28 countries.

Becky Jones is CCHBC's Legal Director, Company Secretary and Ethics and Compliance Officer for the Island of Ireland (IOI). With the help of one direct report, she supports every part of the business, from the factory floor to the boardroom.

With such a demanding role, the team at CCH wanted to use the latest technology to help them speed up contract drafting and reduce the time the legal team needed to spend on review. The Lexis Bespoke team helped them do just that at a fraction of the costs normally associated with such projects.

Seeing the bigger picture

The first step was for the Legal team to decide which documents to automate first. Working with LexisNexis, and their colleagues in procurement, they decided to start with the Procurement team's goods and services agreements. According to Becky, the Procurement team faced a number of challenges.

"In the past, it could take them up to 10 hours to produce a contract. That would include time spent liaising with us in Legal for reviews, input, drafting, general advice and so on – which can take even longer when we haven't been involved in the negotiations ourselves."

And time wasn't the only challenge. Becky also lists:

- Finding the right template
- Avoiding the temptation to simply tweak or cut and paste parts from the last contract they'd used
- Understanding how changing one clause had knock-on effects on other clauses
- Finding the right words to describe good, services or KPIs.

When it comes to legal agreements, these kinds of issues aren't simply a question of semantics. A poorly chosen word here or vague description there can have serious and costly ramifications.

The challenge was not merely to speed up the process, but also create a system that could remove some of the inherent risks, while making it easier for the Procurement team to produce up to date, legally sound contracts on their own, with minimal oversight.

Designing the perfect draft

Once they'd decided which documents they wanted to automate, the Lexis Bespoke team stepped in. Becky was immediately impressed by the team's grasp of the issues.

"They clearly understood the challenges we faced, which gave me a lot of confidence. Their experience and knowledge meant they were extremely helpful, guiding us through the process and giving us really practical tips on the best ways to achieve what we wanted. They quickly pinpointed our needs, then designed the logic and created our lovely Portal."

With the Portal, all of the templates the Procurement team might need are in one place. They can quickly find the one they need, then simply answer a series of questions to produce an up-to-date, legally sound document that's consistent with all of their other contracts.

The Bespoke team helped introduce the Portal to the Procurement team and provided training and on the spot support.

In Becky's own words,

“It's so easy to use. You can't break it or accidentally issue the wrong draft to the other party. That simplicity and user-friendliness meant that after the initial training, it became our normal way of working within weeks. That 'stickability' proves it's a good system.

I couldn't pick my favourite feature because they are all there for a reason. From starting with the right template to highlighting the changes that have been made and being able to monitor what's going through the Portal. It all makes perfect sense. ”

To discover more about how Lexis Bespoke can transform your documents call **0330 161 1234** or visit lexisnexis.co.uk/lexisbespoke

Powerful self-service portals based on business logic to help reduce risk and improve efficiency.



210
man hours saved
in 3 months.

Drinking in the rewards

For Becky, the benefits are clear. “It’s saving us a bucket load of time! We can draft a contract in 15 minutes now, not ten hours. We conservatively estimate that from September to December, the Procurement team alone saved at least 210 man hours.”

But it’s not just about efficiency. As Becky explains, “by using the Portal, we’re creating consistency in our agreements across the business. It’s helping us to identify and minimize issues and risks quickly.”

The Procurement team now have the time to focus on the key aspects of their role – building relationships with suppliers, focusing on the commercial aspects of the contract, like service levels and KPIs.

“It’s simplified negotiations. And it’s also empowered our Procurement team to do more for themselves. Contracts are no longer run past legal “just in case”. Procurement have the confidence that they can quickly produce an up-to-date contract that’s appropriate for their situation.”

Ultimately, that means Becky’s two-person legal team have more time to think strategically too. “We don’t have to spend as much time together!,” she quips. “All joking aside, the Portal has freed us up to focus on the key issues and opportunities.”

Making Legal look good

All these efficiencies haven’t gone unnoticed. Becky’s Legal team was recently nominated for a Coca-Cola HBC Group Innovation Award, and made the final list – something no other Legal team in the history of CCHBC has ever achieved before.

“I’m really proud of that,” Becky says. “I think the business is impressed that we, the Legal team, were able to identify and implement something like this so effectively. The feedback has been completely positive, which isn’t always the case when new systems go live...”

And Becky believes their suppliers will notice the difference too. “It means they’ll have a better experience of us as a business, from the request for tender stage, through the negotiations, into the final contract status and execution. We’ll have time to build our relationships with those suppliers, rather than getting bogged down in drafting discussions.”

Taking it to the next level

Buoyed by her success in Procurement, Becky is now looking to bring the Portal to other parts of the business – from NDAs and customer agreements to ad hoc promotional and marketing agreements, employment contracts, and more.

“For me, it’s essential to develop something that will benefit the business by identifying the big ticket items, the time consuming tasks, and the areas where there is more risk from not having a standardised approach.”

And as far as Becky is concerned, there’s only one team to help them make those things happen.

“I really enjoyed working with the Lexis Bespoke team. They designed an excellent product, provided an excellent service and were friendly and approachable throughout. I would highly recommend it to others, and have done so already.”

LexisNexis are equally delighted at the success of this pilot project.

“Our managed service teams are delighted to have helped bring Document Automation to life for Coca Cola Hellenic. The project is a perfect example of how legal teams can use automation to create powerful self-service portals based on business logic to help reduce risk and improve efficiency.”

- Nigel Rea,
Director of Precedents,
Drafting and Forms

To work with our ‘friendly and approachable’ Bespoke team on your documents call 0330 161 1234 or visit lexisnexis.co.uk/lexisbespoke